September Dover, De. NASCAR Winston Cup race

September 19th and 20th

Department	# of Saturday Passes-9/19	# of Sunday Passes-9/20	Rational/Key Customer Targets
Baltimore Chain	12	18	Highs, Royal Farms, Turkey Hill, Shore Stop, M & H, Cig. Depot, F. A. Davis, Triple-C, Uncle Willie, A.E. Moore, Columbia, Davis & Butler, Edgehill Drug, Walker Oil,
Philadelphia Chain	6	8	Star Texaco, Coastal Mart, Stomel, 7-11, Zucca, Wawa, Sunoco, Cole Candy, Butts & Betts
Ny Metro Region	6	4	Distribution determined by Mark Young
Philadelphia Division	15	9	Local Key Retailers, and division jobbers

In order to achieve better planning and to ensure we give key customers enough lead time to commit to attending the race we are changing the way suite passes are distributed for the Dover Winston Cup race.

Your department's allocation of suite passes for each day (Saturday & Sunday) are outlined above.

You can count on this number of passes, but no more than this. You should begin locking in key customers now for the September race.

You will need to communicated to me the Name, business affiliation and title of each gust and also which day they will be attending no later than Friday, August 28th, 1998.

There will be sufficient RJR personnel at the suite to entertain customers, these passes should be used for customers only, not for additional RJR personnel.

Any customers previously communicated for attendance at the September race must come out of the above allocation for your department and be confirmed to me by 8/28/98.

If you will not be able to use the passes allocated to your department, please let me know as soon as possible so they can be used elsewhere.

Mark

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TRANSMIT CONFIRMATION REPORT

NO.	:	014
RECEIVER	:	516 499 0572
TRANSMITTER	:	R.J.REYNOLDS TOB 12
DATE	:	JUL 09'98 13:38
DURATION	:	01'05
MODE	:	STD
PAGES	:	02
RESULT	:	OK

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